

ORDER



WKYC

Orders	Order / Rev:	<u>698756</u>	
	Alt Order #:	<u>06227071</u>	
	Product Desc:	<u>REPUB JEWISH COALITI</u>	
	Estimate:		WKYC
	Flight Dates:	<u>09/17/12 - 10/14/12</u>	Joe Knauer
	Original Date / Rev:	<u>10/02/12 / 10/02/12</u>	T-WAS
	Order Type:	<u>Political</u>	NAT
Agency	Name:	<u>Jamestown Associates/ POL</u>	
	Buying Contact:		
	Billing Contact:		
		<u>5 Mapleton Avenue</u>	Billing Type:
		<u>Princeton, NJ 08540</u>	<u>Cash</u>
			Billing Calendar:
			<u>Broadcast</u>
			Billing Cycle:
			<u>EOM/EOC</u>
			Agency Commission:
			<u>15%</u>
Advertiser	Name:	<u>Republican Jewish Coalition</u>	
	Demographic:	<u>A25-54</u>	
	Product Codes:	<u>IS-Candidate/US Senate</u>	
	Priority:	<u>P-3</u>	
	Revenue Codes:	<u>AGY, GEN, POL</u>	
		New Business Thru:	
		Order Separation:	<u>00:15:00</u>
		Advertiser External ID:	
		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	77	\$118,400.00	\$100,640.00	September 2012	77	\$118,400.00	\$100,640.00	0.00
10/01/12	10/14/12	52	\$118,400.00	\$100,640.00	October 2012	52	\$118,400.00	\$100,640.00	0.00
					Totals	129	\$236,800.00	\$201,280.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

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Advertiser: Republican Jewish Coalition
 Product Desc: REPUB JEWISH COALITI
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WKYC	10/01/12	10/07/12	EN (M-Su)		CM	M-F	6-730pm/SS	MTWTFSS	:30	5	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
				Early News (M-Su)			(6:00 PM-6:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	MTWTFSS			2	\$2,500.00	0.00								
N 7	WKYC	10/01/12	10/07/12	Nightly News		CM	M-Su	6:28p-7p	MTWTFSS	:30	2	\$3,500.00	P-3	0.00	NM	2	\$7,000.00
				Nightly News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	MTWTFSS			2	\$3,500.00	0.00								
N 8	WKYC	10/01/12	10/14/12	LN (M-Su)		CM	11P-1135P		MTWTFSS	:30	5	\$2,400.00	P-3	0.00	NM	4	\$9,600.00
				Late News (M-Su)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	MTWTFSS			3	\$2,400.00	0.00								
		Week: 10/08/12	10/14/12	MTWTFSS			1	\$2,400.00	0.00								
N 9	WKYC	09/22/12	09/29/12	SAT TDY		CM	7a-9a		-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
				NBC Today Show (Sa)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	-----S-			1	\$1,400.00	0.00								
		Week: 09/24/12	09/30/12	-----S-			1	\$1,400.00	0.00								
Spot	Ch	Date Range	Description				Start/End Time										
2	NKYC	09/24/12-09/30/12	SAT TDY				7a-9a										
				See MG 10.5,10.6													
				[Programming change....Kids airing]													
N10	WKYC	09/22/12	10/14/12	SS 9-1030a		CM	9a-1030a	Sa/Su	-----SS	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,000.00
				Channel 3 News 9am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	-----SS			1	\$1,200.00	0.00								
		Week: 09/24/12	09/30/12	-----SS			1	\$1,200.00	0.00								
Spot	Ch	Date Range	Description				Start/End Time										
2	NKYC	09/24/12-09/30/12	SS 9-1030a				9a-1030a	Sa/Su									
				See MG 10.5,10.6													
5	NKYC	09/26/12-09/26/12	M-F 730-8p				730-8p										
				<u>Credited</u>													
				[revised order. lines added]													
6	NKYC	09/21/12-09/21/12	M-F 4-5p				4p-5p										
				<u>MG for 9.2,10.2</u>													
Week:	10/01/12	10/07/12	-----SS				1	\$1,200.00	0.00								
Spot	Ch	Date Range	Description				Start/End Time										
3	NKYC	10/01/12-10/07/12	SS 9-1030a				9a-1030a	Sa/Su									
				<u>Credited</u>													
Week:	10/08/12	10/14/12	-----SS				1	\$1,200.00	0.00								
Spot	Ch	Date Range	Description				Start/End Time										
4	NKYC	10/08/12-10/14/12	SS 9-1030a				9a-1030a	Sa/Su									
				<u>Credited</u>													
N11	WKYC	09/23/12	09/30/12	SUN TDY		CM	8a-9a		-----S	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
				NBC Today Show (Su)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	-----S			1	\$1,600.00	0.00								
		Week: 09/24/12	09/30/12	-----S			1	\$1,600.00	0.00								
12	WKYC	09/19/12	09/21/12	M-F 5-6a		CM	5a-6a		--WTF--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
				Channel 3 News @ 5AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	--WTF--			5	\$650.00	0.00								
13	WKYC	09/17/12	09/21/12	M-F 6-7a		CM	6a-7a		--WTF--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
				Channel 3 News Today @ 6AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	--WTF--			5	\$1,200.00	0.00								
14	WKYC	09/19/12	09/21/12	M-F 7-9a Today Show		CM	7a-9a		--WTF--	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
				Today Show													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	--WTF--			5	\$1,800.00	0.00								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	WKYC	09/27/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---TF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 ---TF-- 4 \$800.00 0.00															
30	WKYC	09/27/12	09/28/12	M-F 10-11a TODAY SHOW	CM	10a-11a	---TF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 ---TF-- 4 \$250.00 0.00															
31	WKYC	09/27/12	09/30/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS	---TFSS	:30	4	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 ---TFSS 4 \$2,500.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 NKYC 09/24/12-09/30/12 EN (M-Su) See MG 31.5 [Prgm Change] ryder cup M-F 6-730pm/SS(6:00 PM-6:30 P---ThFSaSu :30(\$2,500.00) 0.00 NM															
2 NKYC 09/24/12-09/30/12 EN (M-Su) See MG 32.2,32.3 M-F 6-730pm/SS(6:00 PM-6:30 P---ThFSaSu :30(\$2,500.00) 0.00 NM															
3 NKYC 09/24/12-09/30/12 EN (M-Su) See MG 32.2,32.3 M-F 6-730pm/SS(6:00 PM-6:30 P---ThFSaSu :30(\$2,500.00) 0.00 NM															
4 NKYC 09/24/12-09/30/12 EN (M-Su) See MG 32.2,32.3 M-F 6-730pm/SS(6:00 PM-6:30 P---ThFSaSu :30(\$2,500.00) 0.00 NM															
5 NKYC 09/24/12-09/30/12 EN (M-Su) M-F 6-730pm/SS(6:00 PM-6:30 P-----Su :30 \$2,500.00 0.00 NM															
(M) MG for 31.1 09/29															
32	WKYC	09/27/12	09/30/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---TFSS	:30	1	\$3,500.00	P-3	0.00	NM	2	\$13,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 ---TFSS 1 \$3,500.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 NKYC 09/24/12-09/30/12 Nightly News See MG 32.2,32.3 M-Su 6:28p-7p ---ThFSaSu :30(\$3,500.00) 0.00 NM															
2 NKYC 09/24/12-09/30/12 Browns Football-NFL Net Browns Football ---Th----- :30\$12,500.00 0.00 NM															
(M) MG for 36.6,31.3,31.2,31.4,32.1 [combine and upgrade]															
3 NKYC 09/24/12-09/30/12 Post NFL News Various -----Su :30 \$900.00 0.00 NM															
(M) MG for 36.6,31.3,31.2,31.4,32.1 [combine and upgrade]															
33	WKYC	09/27/12	09/27/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 ---T--- 1 \$1,800.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 NKYC 09/24/12-09/30/12 M-F 730-8p 730-8p ---Th----- :30(\$1,800.00) 0.00 NM															
See MG 33.2 [Prgm Change] no ET due to Browns															
2 NKYC 09/27/12-09/27/12 M-F 7-730p 7-730p (7:30 PM-8:00 P---Th----- :30 \$1,800.00 0.00 NM															
(M) MG for 33.1 09/27															
34	WKYC	09/19/12	09/23/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFSS	:30	5	\$2,400.00	P-3	0.00	NM	5	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 --WTFSS 5 \$2,400.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
3 NKYC 09/17/12-09/23/12 LN (M-Su) 11P-1135P --WThFSaSu :30(\$2,400.00) 0.00 NM															
See MG 34.6 [wrong inventory code]															
6 NKYC 09/23/12-09/23/12 Post NFL News Various -----Su :30 \$2,400.00 0.00 NM															
(M) MG for 34.3 09/23 nfl late run															
35	WKYC	09/24/12	09/24/12		CM	11-1135p	M-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 11-1135p Channel 3 News at 11p M-F															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 M----- 1 \$2,400.00 0.00															
36	WKYC	09/27/12	09/30/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	---TFSS	:30	4	\$2,400.00	P-3	0.00	NM	3	\$7,200.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 ---TFSS 4 \$2,400.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
2	NKYC	09/24/12-09/30/12	LN (M-Su)	11P-1135P	---ThFSaSu	:30	(\$2,400.00)	0.00	NM						
See MG 36.5,36.6 [Prgm Change]															
4	NKYC	09/24/12-09/30/12	LN (M-Su)	11P-1135P	---ThFSaSu	:30	(\$2,400.00)	0.00	NM						
See MG 36.5,36.6 [Prgm Change]															
5	NKYC	09/24/12-09/30/12	Post NFL News	Various	-----Su	:30	\$2,400.00	0.00	NM						
Ⓜ MG for 36.4,36.2															
6	NKYC	09/24/12-09/30/12	Post NFL News	Various	---Th-----	:30	(\$2,400.00)	0.00	NM						
Ⓜ See MG 32.2,32.3															
N37	WKYC	10/03/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	1:00	2	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 ---WTF-- 1 \$1,300.00 0.00															
Week: 10/08/12 10/14/12 MTWTF-- 2 \$1,300.00 0.00															
N38	WKYC	10/03/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	1:00	2	\$2,400.00	P-3	0.00	NM	4	\$9,600.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 ---WTF-- 2 \$2,400.00 0.00															
Week: 10/08/12 10/14/12 MTWTF-- 2 \$2,400.00 0.00															
N39	WKYC	10/03/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	1:00	2	\$3,600.00	P-2	0.00	NM	4	\$14,400.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 ---WTF-- 2 \$3,600.00 0.00															
Week: 10/08/12 10/14/12 MTWTF-- 2 \$3,600.00 0.00															
N40	WKYC	10/03/12	10/12/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	1:00	2	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 ---WTF-- 1 \$1,600.00 0.00															
Week: 10/08/12 10/14/12 MTWTF-- 2 \$1,600.00 0.00															
N41	WKYC	10/03/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWTF--	1:00	2	\$500.00	P-3	0.00	NM	3	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 ---WTF-- 1 \$500.00 0.00															
Week: 10/08/12 10/14/12 MTWTF-- 2 \$500.00 0.00															
N42	WKYC	10/03/12	10/14/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS	MTWTFSS	1:00	2	\$5,000.00	P-2	0.00	NM	4	\$20,000.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 ---WTFSS 2 \$5,000.00 0.00															
Week: 10/08/12 10/14/12 MTWTFSS 2 \$5,000.00 0.00															
N43	WKYC	10/08/12	10/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWTFSS	1:00	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/08/12 10/14/12 MTWTFSS 1 \$7,000.00 0.00															
N44	WKYC	10/03/12	10/14/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	1:00	1	\$4,800.00	P-3	0.00	NM	3	\$14,400.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 ---WTFSS 1 \$4,800.00 0.00															
Week: 10/08/12 10/14/12 MTWTFSS 2 \$4,800.00 0.00															
N45	WKYC	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00

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